

Kaufmann & Co

New Autumn Neckwear

In our Neckwear Department you will find many new suggestions for smart and dainty neck dressing. The elaborate French Stocks and Jabots so much in vogue this season are shown here in many distinctive designs. A few are mentioned below.

Irish Crochet Jabots, Collars, Bows to match and string tie; exclusive pattern, prices from 50c to \$2.50.
Hand embroidered Linen Stock Collars, Jabots and Bows, something entirely new, 98c to \$2.50.
Pierrot Ruffs of fine chiffon and ribbon, in the new desirable shades, 65c.
Imported Pierrot Ruff of chiffon and feathers, large bow on side, new colors, very stylish, \$5.00.
Imported Pierrot Ruff of ostrich and marabout, trimmed in ribbons, something that is entirely novel and individual, \$12.00.
Marabout Stole, 2 1/2 yards long, 5 streamers in all colors; worth fully \$10.00, special \$6.98.

New Effects in Fall Veilings

Among the Veiling on display in our enlarged Veiling Department are many new effects in Russian nets, woven dotted patterns and chenille designs. All of these come in taupe, smoke and argent shades, at 50c, 75c and 98c yard.



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NOTE: We are able to concentrate all our forces on one object--that of correct dressing--for this is not a department store in any sense of the word, but a specialty shop whose sole business is the complete outfitting of women and children exclusively, and in this we stand pre-eminent.

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Effective Creations in Tailored Waists

The Tailored Waist will be worn again this season by every woman who pays heed to the dictates of fashion, and for those interested there's a splendid gathering of the newest and smartest autumn styles ready for viewing in our Waist Section, on third floor. Some are priced like this:

AT \$2.50.—Tailored Waist of white linen, fine tucks front and back, front handsomely embroidered in white, pink or light blue, laundered collar and cuffs.
AT \$1.98.—Tailored Waist of French madras, tucked front, plain back, hand embroidered collars and cuffs, new sleeves. This is an unusual good value.
AT \$7.00.—Tailored Waists of pure handkerchief linen, fastened at side, tucks on either side, hand embroidered tucks, collar and cuffs and edge. Waist that is admired by every one who sees it, worth \$19.00. A large assortment of tailored waists in madras and linen; prices, \$1.00, \$1.25 and \$1.50.

The "Mme. Irene" Corsets

We can hardly describe the full measure of the success we have made with these splendid Corsets. They are to-day approved by the best dressed women in Richmond. It's the simplest thing in the world to have a good figure if you have the right Corset. Mme. Irene is the right Corset. "Directoire" and "Sheath" models, \$5 to \$12.

All That's Stylish in Women's Seasonable Apparel Kaufmann's "the Home of the Best Millinery."

At this time of the year, when every woman is thinking of what she will wear, and finding it difficult to make a decision, so radical have the changes in fashion been since last season, it will be a great help in making up one's mind to visit our Suit Section, where only the most desirable and authoritative styles are shown. This great collection of Suits includes many beautiful models in handsome three-piece designs and plainer tailored styles from the foremost American designers.

This soubriquet we enjoyed for many years. There isn't a woman in Richmond or the South who cannot find here the Hat of her choice at precisely the price she wants to pay. From day to day new models are added from our own workrooms and from northern designers of known reputation for producing high-class models. The prices on these creations are the most reasonable to be found in this city. To-morrow is the "Millinery Day." Be sure and pay these sections a visit.

One-Piece Dress of Chiffon Taffeta

Pointed yoke and collar of Cluny lace, front of waist hand-embroidered, mousquetaire sleeves; new skirt; colors, navy, taupe, electric blue and green;

\$15

Strictly Man-Tailored Suit, Chiffon Broadcloth

Coat lined in Skinner satin; new gored skirt, 6-inch fold above hem; comes in navy, black, taupe and green; exceptional value at

\$25

A Special Purchase of Taffeta Petticoats

Extra heavy taffeta, cut full, and made as well as any \$5.75 garment; all new colors, as well as black and evening shades; while they last,

\$3.98

Hats at \$5

Just to make the "Millinery Day" count even more than ordinarily, we've thrown in many special models and added them to the regular group. The materials are better than usual; so is the making. Why, some of them would just as readily bring \$7.50, and a few wouldn't be overpriced at \$8.50. We will just ask you \$5

Hats at \$7.50 to \$25

There isn't one of them that you would believe could be produced for the above prices unless you were told so. We can't tell you how many different ideals are included; but there is almost every type of millinery of which you've heard this season, or upon which you've bent your fancy that isn't in this offering. You'll be able to own one of them all along from \$7.50 to \$25

Sale of Fancy Feathers

CONTINUES.

The tremendous selling the last few days justifies us in saying that this has been the most successful of any sale Richmond has ever known. The Feathers are superb, and need but be seen to be appreciated; the savings are self-evident—all in all, an offering that you should promptly attend if you've the slightest thought of buying Feathers.

The Smart Fall Ribbons

For the new Directoire girdles and sashes, and for trimming the new, large hats, as well as for kindred uses in which wide ribbons play an important part this season. All of good quality. All the newest shades are represented, such as moss, reuon, lotus, plum, myrtle, taupe, etc. And priced like this:

Scotch Plaids, all silk ribbons, 4 inches wide; regular 25c grade; at Kaufmann's, 19c.
Self Shades Persians, 5 1/2 inches wide, blended colors; 38c kind, at Kaufmann's, 25c.
Heavy All-Silk Faltie, all the new shades; 35c kind, at Kaufmann's, 25c.
Soft Finish Taffeta, in all the new shades; 48c grade, at Kaufmann's, 33c.

The "Best" Children's Store in the City

We are now showing a great variety of fall styles in Children's and Infants' Wear. The new materials and colors are represented in a more diversified range of styles than it has been our privilege to show in any fall season of the past.

AT \$5.00.—Four special values in coats, in chevrons, while others are of an excellent hard finished, all-wool materials. All are box effects, lined throughout and trimmed with velvet or self color or braid. 6 to 14.
AT \$7.50.—Double Breasted Box Coat, made of good cheviot with velvet collar in the newest shades lined with red flannel.

AT \$2.98.—Bear Skin Coats to fit children 1 to 6 years, in white and leather shades, exceptional good values, others \$3.50 to \$5.00.
AT \$10.00 to \$15.00.—We are showing the celebrated "English Piccadilly" make. The styles are attractive and becoming, and the materials in great variety, making selection easy.

Millinery Ornaments

Buckles, Knobs, Pins, Cabochons, Pompoms, of rhinestone, jet, cut steel, gilt, in art Nouveau, antique, Empire and other effects. Prices vary from a few cents to a few dollars. Most of them are our own importation and cannot be seen elsewhere.

Untrimmed Hats

All the Empire or Directoire ideas in brims and crowns—satin, silk, velvet and heavier—in blacks, browns and grays, blues, greens. Every shape, large and small, that is worn this season—\$7.50 down to 95c

Largest and Most Complete Jewelry Department in the South

Only through years of hard application and endeavor on the part of one of its head we have succeeded in making this the most up-to-date Jewelry Department in the South. Every novelty—every piece of staple Jewelry we offer—has been produced and selected from the leading manufacturers of the world with the view of presenting to our customers goods that are "up to the mark" in quality, style and usefulness. This applies to Jewelry priced at a few cents as well as to the more costly pieces. We mention a few items selected from our fall showing. Many represent our direct importations.

Jewelry and Novelty Section

Great variety of belt pins and buckles in the latest new enameled effects, designs and settings, special 50c.
Rope chains, heavy gold plated, very attractive, cannot be had elsewhere, for \$1.00.
Snake Bracelets, heavily gold plated, the newest Parisian creation, set with different stones; excellent offer, \$2.25.
Jet Baysideres, in many striking effects, best to be had in the city, 98c.
Rhinstone Bars, mounted on sterling silver, assorted stones, very brilliant, \$1.50.

Imported Hat Pins, beautiful selection, in different designs and colors of stones, 50c.
Buckles, our importation, in gold and silver, with novel setting, special \$1.00.
Long chains in French, gold and silver, with drops of assorted stones, entirely new creations, prices from \$3.50 to \$4.95.
Horseshoes, very attractive, set in coral, turquoise and amethyst, special \$1.50.

German and Sterling Goods Section

German Silver Gathered Mesh Bag, 5 1/2 inch carved frame, moire lined in five different design frames; regular worth \$7.98; at Kaufmann's, \$4.98.
German Silver Gathered Mesh Bag, Kid lined, three different designs in carved frames; at Kaufmann's, \$8.75.
The very finest imported German Silver Gathered Mesh Bag, beautiful carved open work frame, nicely lined with moire silk; excellent value; at Kaufmann's, \$12.50.

Sterling Silver Belt Pins, three different designs beautifully carved, some open work, some hand engraved; regular \$2.25 value; at Kaufmann's, \$1.50.
Sterling Silver Frames in three styles, 3 inch size, neatly made, guaranteed satisfaction, good item for card prize; at Kaufmann's, \$1.50.
Silver-Plated Jewelry Box, 7 1/2 inches long, 3 inches wide, nicely lined, heavily plated; \$2.50 value, at Kaufmann's, \$1.75.

SOCIETY

A man versed in the relation between humanity and the seasons has recently written of October:

"Now, the wise maid,
While 'tis high time,
Lends the man she
Hooked in fly-time."

Does he in his doggerel suggest a satisfying reason for the many weddings in which the October sun smiles? The October bride will probably suggest that his philosophy is simply that of the cynic, who vainly thinks to move the world to laughter by his lawdy cynicism. Otherwise, that October's gossamer mornings and meditative haze furnish inspiration for many pretty thoughts and fancies goes without the saying. One is admonished that there are still a few red apples left on the orchard boughs, and that the yesterdays of Indian summer look backward with a smile; that the maples have burst out into color, showing like great bonfires along the hills; that the aspens appear one great glory of broad gold pieces, and that jewels of gold are hung in the hair of the birch tree. The autumn flowers put on their best of bright and gay, and

Nature sits smiling and at peace, most lovely in her russet gown. The leisurely air of the outside world, its repose and serenity, utter a protest against the feverishness and unrest of the human heart. There is a sense of something accomplished in the atmosphere and of a "new golden mark made in advance."
The autumn mood is reminiscent. It is impossible to be insensible to the healing balm of the autumn breeze or to look unmoved upon the lace-like mist which Indian summer wears, as if it were a bridal veil. The light that lies on field and hill "is the light of bygone days," and snatches of music and echoes of old songs are borne in on the waves of the brooding haze. The maid goes back over the years to the time when the Indians kept the festival of October. They watched to see the coming of the frost spirit and the blossoming of the trees in red and gold, the changing of the uplands from green robes to brown. Beneath the tall trees were kindled, and while the game was roasting, the boys unstrung and the peace pipe circling around, old and young among the sons of the forest told the story of the great deeds of warriors past and gone. And the pictures of that festive time still shine clearly out, as the curtain of the mist rolls upward from hillside and forest. So true it is that "Autumn time and Nature hold
A dreamy tryst together,
And both grown old about us fold
The golden-tissued web."

Distinguished Club Visitors.

On Wednesday afternoon, October 21st, at 4:30 o'clock, members of the Woman's Club and their friends will have the opportunity of meeting Mrs. Joseph Medill McCormick, of Chicago, and Miss Ada C. Sweet, of New York, official representatives of the woman's department in the National Civic Federation. Mrs. McCormick was formerly Miss Ruth Hanna, the daughter of Senator Mark Hanna, and is a very able woman, being chairman of the woman's department, with Miss Anne Morgan, daughter of J. Pierpont Morgan, as first vice-chairman. Miss Sweet is assistant secretary of the department, and thoroughly acquainted with the aims and purposes of the organization. Accompanying these two ladies will be Mrs. J. Borden Harriman, second vice-chairman of the club, and president of the Colony Club, of New York City, one of the most exclusively fashionable clubs for women in the United States. Mrs. McCormick will talk to the

club women of Richmond on "General Welfare Work." As she is an advanced thinker and leader along all lines of progress and activity, and as she and her party represent what is foremost in influence and organized helpfulness, it is a foregone conclusion that she will be able to interest women here in a cause to which she is willing to devote her time and best efforts. Mrs. B. Frank Mebane, of Spray, N. C., and Mrs. W. T. Harris, of Danville, who already belong to the department of which Mrs. McCormick is the head, have encouraged her in an attempt to form a committee in Virginia and the Carolinas, with Richmond as a center, and will represent a Southern element in the group of distinguished visitors to be entertained at the club on October 21st. The reception following Mrs. McCormick's address will be the most brilliant social event since the beginning of the autumn season. Mrs. J. Allison Hodges, Mrs. Mebane's cousin, will be the chairman of the afternoon, and the hostesses will include Mrs. Edmund Strudwick, Miss Jennie Hughes, Mrs. James Alston Cabell and Miss Elizabeth Patterson.

The club parlors will be decorated with autumn flowers, and everything will be done to sustain the prestige the club has always enjoyed for dispensing genuine and cordial hospitality.

Eventful Week.

This is the first day of an eventful week in the social life of Richmond, as associated with Woman's Club, for in addition to the regular Monday tea at the club and the presence there of Mrs. McCormick and her friends on Wednesday, a luncheon to the wives, daughters and officers of the Virginia Medical Society, convening in Richmond this week, will be given at the club on Thursday afternoon.

The committee of entertainment for the visitors, Mrs. Christopher Tompkins, Mrs. Clifton M. Miller, Mrs. William F. Mercer, Mrs. Ramon D. Garcin, Mrs. Hugh Taylor and Mrs. Truman A. Parker, will meet the ladies, who are to be their guests at the Jefferson Hotel about 1 P. M., and take them for an automobile ride around the city.

The party will return to Woman's Club about 2 o'clock, where they will be joined by a number of the Richmond and out-of-town doctors, and luncheon will be served.

The meeting of the State Medical Society will be the signal for a number of dinners and social functions of various kinds to be given by leading Richmond physicians in their homes or at their clubs.

The Rt. Rev. Augustine Van de Vyver officiated.

Beautiful house decorations were in white chrysanthemums, smilax, palms and foliage plants. The altar was erected in the bow window of the front drawing room, tall altar candles and a massing of the flowers against the green being arranged very artistically and with charming effect.

Owing to the illness of Judge William J. Leake, stepfather of the bride, the ceremony was witnessed only by members of hers and Mr. Leake's families. Mr. Leigh E. Page, as best man was the only attendant.

The bride came in with her brother, Mr. Richard F. Belrne, of New Orleans, who gave her in marriage. She was beautifully gowned in ivory white

satin, directoire in style, with berthe and oversleeves of family lace and a rich garniture of silver and pearl embroidery on corsage and skirt panels. Her veil hung from a coronet of orange blossoms, and she wore a pearl and diamond brooch, the groom's wedding gift.

Mrs. Leary is the daughter of the late Richard F. Belrne, prominent in Virginia journalism as the editor of The State newspaper, published in Richmond, and of Mrs. Clara Haxall Grundy Belrne, now Mrs. W. J. Leake.

Mr. Leary is the son of the late Thomas Houghton Leary and Mrs. Nora Purcell Leary, and a member of the firm of Page & Leary. He and his

(Continued on Third Page.)

Elegant Bridal Gifts.

We not only have the largest and most select stock of Sterling Silver and Fine Gold Jewelry in the State, appropriate for the bride—but when quality is considered, our prices are the lowest.

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